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performed, its final report submitted, and that it wished to be formally discharged. On motion of Mr. Craver it was voted that the Committee be discharged.

The Board adjourned to meet at 3:30 the following afternoon.

SECOND SESSION

The Board met, in accordance with its vote of the day before, on Friday, December 29, 3:30 p. m., at the Hotel La Salle.

Present: Same as the day before.

Conference of 1917

In consequence of the referendum at the Council meeting of that morning resulting in favor of Louisville, it was unanimously voted that the Thirty-ninth Annual Conference of the American Library Association be held at Louisville. The date was later fixed as June 21 to 27, 1917.

Publicity

The secretary read the report of the Publicity Committee, which had been prepared by the chairman, Mr. W. H. Kerr:

(See following article.)

Taking up the report for consideration it was voted that the present committee be reappointed for the year 1917, and that in addition to the amount of \$100.00 allowed in the Budget there be appropriated to the use of the Committee the unexpended balance from the 1916 Budget amounting to \$118.67, for the purpose of carrying out the purposes recommended by the Committee.

No definite action was taken relative to the recommendation that a campaign be conducted to secure funds for the employment of a publicity expert. The Committee and the secretary were asked to obtain more definite information as to what the cost of a publicity expert would be and a more detailed outline of what such a person could do, so that if the Association undertook to move in the raising of funds, it could have comprehensive data to present to those who would be asked to furnish money. The Board looked with favor upon the proposed library publicity

survey and recommended that the Committee undertake it.

H. W. Wilson Company Subscriptions

Acting on the question referred to it by the Council the Board voted that the President be authorized to appoint a committee of three to consider the method of periodical publication subscriptions and prices charged by the H. W. Wilson Company.

Committee on Catalog Rules

In response to a request from the head catalogers in meeting at the Asbury Park Conference it was voted that a special committee on catalog rules and methods be appointed by the President.

Printing Conference Proceedings

It was voted that the secretary as editor of the Conference proceedings be authorized to publish summaries instead of full papers as far as he deems it feasible, the degree of condensation to be in the discretion of the secretary.

REPORT OF A. L. A. PUBLICITY COMMITTEE

To the Executive Board.

The following report of the Publicity Committee for 1916 is submitted. The latter part of the report is in the form of a brief for the employment by the A. L. A. of a permanent publicity officer. Because there has been no recent opportunity for conference by members of the Committee, the report is practically the personal statement of the chairman, although the members of the Committee have always been substantially agreed on aims and methods. A large part of the material regarding a permanent publicity officer has been prepared by Mr. Charles H. Compton, a member of the Committee.

Projects Before the Committee

1. The Executive Board authorized the appointment of the present Committee with the following general instruction: (1) To make a publicity survey. (2) To prepare and recommend a comprehensive publicity plan.

2. Authorized by common consent at last year's midwinter meetings, Mr. Utley co-operated fully with Mr. Kerr in preparing plans and obtaining initial material for the "American Library News-Bulletin" which was announced for quarterly publication.

3. It was understood that publicity for the Asbury Park conference would be obtained somewhat after the manner used at Berkeley.

4. By general consent and as a result of some discussion at Asbury Park, plans for co-operative printing of lists and posters were prepared by Mr. Compton's subcommittee.

5. Before appointment to the present Committee, Mr. Rush had begun the preparation of a pamphlet on publicity for publication by the Publishing Board.

Results

1. **Publicity survey:** The value of a survey did not find full appreciation in the Committee, although it was understood that plans for it would be matured and the survey made. The survey has not been made, for the same reason that explains the failure or delay of most of the projects before the Committee: No member of the Committee could find the time to carry out an excellent plan.

2. **The News-Bulletin:** At a meeting of the Committee at Asbury Park, the advisability of beginning the publication of the News-Bulletin was questioned, not from doubt of its value but from fear that no member, or members, of the Committee could continue the editorial preparation of material. However, the preparation of the first number was left to Mr. Kerr. The more he saw into the value of the News-Bulletin if thoroughly and consistently done, the more he doubted the wisdom of starting publication until permanent provision for its editorial supervision were made. He is ready at any time to prepare the copy for a sample number, so that all may see what the Committee has in mind.

3. **Conference publicity:** Plans were made for Asbury Park along the lines of

those used at Berkeley. The response from section officers and those on the program was more generous than at Berkeley, but still incomplete. Mr. Kerr went to Asbury Park three days before the conference and gave his whole time during the conference to this work. A stenographer was employed. Several members of the Committee, especially Messrs. Rush, Wheeler and Hicks helped. The Mexican war scare and the calling out of the militia took the newspapers by storm during our conference week. Partially as a result of this, and partially because the Committee did not have time and money and program material for preparation and sending out of advance "releases," the newspaper publicity given the Asbury Park conference was practically nil. However, a new and apparently necessary conference facility was developed, namely: an official center for typing resolutions, telegrams, and additional copies of papers for library periodicals and official files; a center for co-operating with individuals in the preparation of reports for local newspapers; a center for information of committee appointments and meetings and new officers.

4. **Co-operative printing:** Mr. Compton's subcommittee matured a scheme for co-operative printing and prepared a letter to be sent out from headquarters office announcing the plan of preparation, printing, and distribution. When Mr. Compton and Mr. Utley discussed the final details, in October, both had to admit that the plan is excellent but there is no one now, either on the publicity committee or at headquarters, with time to carry it out. Out of this conference grew the plan for a permanent publicity officer, outlined later in this report. Mr. Compton and Mr. Kerr met at Kansas City later in October and went over the ground together, and later yet Mr. Utley and Mr. Kerr discussed it.

5. **Publicity manual:** Preparation of this was interrupted by Mr. Rush's taking up new work. It has been further delayed by correspondence and uncertainty regarding the form of its publication. This was originally not a part of the Committee

work, but the Committee feels the importance of the material and is glad to have one of its members working on it.

Recommendations

1. **Publicity survey:** Mr. Kerr feels that a publicity survey is now even more advisable than when it was first suggested.

Perhaps the survey should now take the following form: (1) From other national organizations for social or educational purposes find out what publicity methods and materials are in use, and how effectually. (2) From editors of publications like *Saturday Evening Post*, *Collier's Weekly*, *Independent*, *Survey*, *Printers' Ink*, *Editor and Publisher*, *Advertising and Selling*, *Judicious Advertising*, *Postage*, *Printing Art*, *Inland Printer*, *Associated Advertising*, and of selected daily newspapers of national significance, and from advertising and publicity professional experts, find out what sort of library publicity is advised by editorial and professional publicity men. (3) From perhaps 300 leading citizens in, say, a hundred towns and cities of populations from 3,000 up, find out the average popular estimate of how effectively libraries are or are not advertising their service. (4) From all the libraries possible, obtain a description, under proper heads, of present publicity methods, materials, expenditures, and results.

The result of such a survey would probably be as follows: (1) A large body of data from the library field for analysis, synthesis, and suggestive formulation. (2) A large amount of information for comparative purposes. (3) The very fact that libraries are making a publicity survey, national in scope, will command added respect and support from editors and professional publicity men. (4) The popular estimate, gathered from leading citizens, is perhaps known in advance, but the very act of asking the opinion of the public, on a country-wide scale, will strengthen immeasurably the general public regard for libraries. (5) The attempt to obtain systematically-classified informa-

tion from libraries will be very suggestive to those libraries now doing something in publicity, and will be a liberal education to many libraries now doing nothing. (6) The largest value will be in the general impetus obtained from concentrating the attention of the editorial and professional publicity man, of the public in general, and of librarians in the rank and file, upon the potentialities of library service.

Mr. Kerr is of the opinion that a publicity survey, conducted either from headquarters or by the publicity committee, with something like the above form and results, is the surest way of obtaining financial support for a permanent publicity officer and of laying out his field of work with certainty of effectiveness.

2. **Conference Publicity, News-Bulletin, and Co-operative Printing:** Until a permanent publicity officer can give undivided time to these important projects, it is manifestly inadvisable to attempt much more than to keep the ideas alive. Something can be done with conference publicity, and it should not be allowed to lapse. A publicity committee should be appointed for 1917, regardless of any other action. The committee should have at least \$200 at its disposal, with an additional \$100 for the publicity survey.

3. **A Permanent Publicity Officer:** This step will mean a new era of librarianship and of library service. It is recommended that the following statement, with modification if thought wise, be sent to the leading libraries of the country asking their contributions:

WHAT A PUBLICITY EXPERT COULD DO FOR PUBLIC LIBRARIES AND A CO-OPERATIVE PLAN OF SUPPORT

- (1) Prepare co-operative publicity material of all kinds that would be suitable for libraries regardless of localities.
- (2) Edit co-operative lists like Mr. Wheeler's. Would not compile lists or write annotations, but

- could prepare introductions and see that the lists were attractive.
- (3) Upon request give advice and suggestions to librarians meeting publicity problems peculiar to different communities.
 - (4) Prepare articles that could be used by any number of newspapers and that would apply to practically any community.
 - (5) Obtain as much national publicity for libraries as possible through magazines and metropolitan newspapers.
 - (6) Investigate present publicity methods for libraries and recommend to librarians such methods as have been found successful.
 - (7) Keep libraries informed through the A. L. A. Bulletin or other publications as to new publicity methods which are worth adopting.

How Salary of Publicity Expert Could be Paid

- (1) By graduated subscriptions from libraries according to amount of income by following scale:

Income over \$150,000.....	\$100
Income from 100,000 to \$150,000.....	75
Income from 75,000 to 100,000.....	50
Income from 50,000 to 75,000.....	35

Income from \$ 25,000 to \$ 50,000.....	\$ 25
Income from 10,000 to 25,000.....	15
Income from 5,000 to 10,000.....	10
Income less than \$5,000.....	5

- (2) State library commissions would be asked to contribute from \$25 to \$100 according to ability to pay and willingness to pay. State library commissions would be entitled to buy publicity material and distribute it to libraries throughout their states.

- (3) State library associations would be given opportunity to contribute and would be urged to be as liberal as possible in order to put the proposition on a safe basis.

- (4) Contributions from the A. L. A.

All publicity material would be sold to contributing libraries at actual cost. Large quantities would be sold at proportionately less than small quantities.

A. L. A. headquarters would provide office space for a publicity expert and would do the necessary bookkeeping and other clerical work connected with the work of the publicity expert.

All of which is respectfully submitted on behalf of the publicity committee.

W. H. KERR,

Chairman.

December 27, 1916.

A. L. A. PUBLISHING BOARD

Hotel La Salle, Chicago, Dec. 29, 1916

A meeting of the A. L. A. Publishing Board was held at the Hotel La Salle, Chicago, Friday afternoon, Dec. 29, 1916.

Present: Chairman Legler and Mr. Dudgeon. (Note: The business transacted has been ratified by absent members through correspondence vote.)

The report of Carl B. Roden, treasurer, for the year 1916 was read and accepted.

TREASURER'S REPORT

January 1—December 31, 1916

Receipts

Balance, Union Trust Company,	
Chicago, Jan. 1, 1916.....	\$ 1,020.27
Sales of publications.....	11,614.70

American Library Association,	
Carnegie Fund Income.....	4,500.00
Interest on bank balance, Jan.	
to Nov.	6.03

\$17,141.00

Expenditures

Checks Nos. 76 to 86	
(Vouchers Nos. 1689	
to 1918)	\$15,729.74
Distributed as follows:	
Salaries.	4,650.34
Publications	6,237.76
Supplies	387.91